

1 What is claimed is:

- 2 1. A method of enabling a third-party purchase, said method comprising: /
3 receiving, via a first communications device, an instruction from a purchaser to
4 purchase at least one product or service for a prospective recipient at a venue designated
5 to provide said product or service to said recipient in person, said instruction comprising
6 data identifying at least said recipient, said product or service, and said venue;
7 sending to said venue, via a second communications device, data identifying at
8 least said recipient and said product or service.
- 9 2. A method as claimed in claim 1, further comprising sending to said recipient, via
10 a third communications device, data identifying at least said venue and said product or
11 service.
- 12 3. A method as claimed in claim 2, further comprising sending to said recipient an
13 electronic message composed or selected by said purchaser.
- 14 4. A method as claimed in claim 3, wherein said message includes at least one data
15 type selected from the group consisting of: text, audio, video, image, multimedia, SMS,
16 and MMS message.
- 17 5. A method as claimed in claim 2, further comprising permitting said recipient to
18 respond affirmatively to a query whether to initiate a reciprocal purchase by said
19 recipient for said purchaser.
- 20 6. A method as claimed in claim 1, wherein said first communications device is at a
21 physical location remote from said venue at the time of said purchase.
- 22 7. A method as claimed in claim 1, wherein said third communications device is
23 located physically at or near said recipient.

1 8. A method as claimed in claim 1, wherein said second communications device is
2 located physically at or near said venue.

3 9. A method as claimed in claim 1, wherein said purchaser is a person other than
4 said recipient.

5 10. A method as claimed in claim 1, wherein at least one said communications device
6 is in communication with another said communications device via a wireless network.

7 11. A method as claimed in claim 1, wherein said venue is a vendor of beverages, and
8 wherein said product is a beverage.

9 12. A method as claimed in claim 1, further comprising sending to said recipient a
10 claim code for identifying said product or service and said recipient at said venue.

11 13. A method as claimed in claim 1, wherein at least one said communications device
12 is a mobile telephone, PDA, handheld or laptop computer.

13 14. A method as claimed in claim 1, further comprising sending to said purchaser a
14 message on behalf of said recipient, said message suggesting at least a product, service,
15 or venue specified by said recipient.

16 15. A method as claimed in claim 1, further comprising identifying or detecting said
17 recipient using an RFID token.

18 16. A method as claimed in claim 1, further comprising displaying a list of venues;
19 and
20 permitting said purchaser to specify one of said list of venues as said designated
21 venue.

22 17. A method as claimed in claim 16, further comprising displaying for one of said
23 venues at least one data item selected from the group consisting of: venue name, address,

1 telephone, email, nearest subway or bus stop, website URL, hours of operation,
2 description of venue, venue category, products or services sold by said venue, pricing
3 schedule, daily event information, cover charge, and venue rating.

4 18. A method as claimed in claim 1, further comprising displaying a list of
5 individuals; and

6 permitting said purchaser to specify one of said individuals as said prospective
7 recipient.

8 19. A method as claimed in claim 18, wherein said list of individuals is generated
9 based on the identification or detection of at least one RFID token corresponding to at
10 least one said individual.

11 20. A method as claimed in claim 1, further comprising processing a payment for said
12 purchaser based on said instruction.

13 21. A method as claimed in claim 1, further comprising storing an account balance for
14 said purchaser; and

15 debiting or crediting said account balance based on said instruction.

16 22. A method as claimed in claim 1, wherein said instruction further comprises a
17 delivery date and/or time; and

18 wherein said sending step is performed according to said delivery date and/or
19 time.

20 23. A method as claimed in claim 1, wherein said instruction is for a plurality of said
21 goods or services, for a plurality of said venues, or for a plurality of said recipients.

22 24. A method as claimed in claim 1, wherein said venue comprises a plurality of
23 establishments at a plurality of physical locations.

1 25. A system for enabling third-party purchases, said system comprising: ✓
2 a processor;
3 at least one memory coupled to said processor; and
4 at least one network interface coupled to said processor, said at least one network
5 interface in communication with a first communications device and a second
6 communications device;

7 wherein said memory contains computer-readable instructions for said processor
8 to:

9 (a) receive an instruction from a purchaser to purchase at least one product or
10 service for a prospective recipient at a venue designated to provide said product or
11 service to said recipient in person, said purchase instruction comprising data identifying
12 at least said recipient, said product or service, and said venue; and

13 (b) send, to said venue, data identifying at least said recipient and said product or
14 service.

15 26. A system as claimed in claim 25, wherein said memory further contains
16 computer-readable instructions for said processor to send, to said recipient, data
17 identifying at least said venue and said product or service.

18 27. A system as claimed in claim 26, wherein said memory further contains
19 computer-readable instructions for said processor to send to said recipient an electronic
20 message composed or selected by said purchaser.

21 28. A system as claimed in claim 27, wherein said message includes at least one data
22 type selected from the group consisting of: text, audio, video, image, multimedia, SMS,
23 and MMS message.

1 29. A system as claimed in claim 26, wherein said memory further contains
2 computer-readable instructions for said processor to permit said recipient to respond
3 affirmatively to a query whether to initiate a reciprocal purchase by said recipient for said
4 purchaser.

5 30. A system as claimed in claim 25, wherein said purchaser is a person other than
6 said recipient.

7 31. A system as claimed in claim 25, wherein said venue is a vendor of beverages,
8 and wherein said product is a beverage.

9 32. A system as claimed in claim 25, wherein said memory further contains
10 computer-readable instructions for said processor to send to said recipient a claim code
11 for identifying said product or service and said recipient at said venue.

12 33. A system as claimed in claim 25, wherein at least one said communications
13 device is a mobile telephone, PDA, handheld or laptop computer.

14 34. A system as claimed in claim 25, wherein said memory further contains
15 computer-readable instructions for said processor to send to said purchaser a message on
16 behalf of said recipient, said message suggesting at least a product, service, or venue
17 specified by said recipient.

18 35. A system as claimed in claim 25, wherein said memory further contains
19 computer-readable instructions for said processor to identify or detect said recipient using
20 an RFID token.

21 36. A system as claimed in claim 25, wherein said memory further contains
22 computer-readable instructions for said processor to (a) display a list of venues, and (b)

1 permit said purchaser to specify a venue from said list of venues as said designated
2 venue.

3 37. A system as claimed in claim 25, wherein said memory further contains
4 computer-readable instructions for said processor to display for one of said venues at
5 least one data item selected from the group consisting of: venue name, address,
6 telephone, email, nearest subway or bus stop, website URL, hours of operation,
7 description of venue, venue category, products or services sold by said venue, pricing
8 schedule, daily event information, cover charge, and venue rating.

9 38. A system as claimed in claim 25, wherein said memory further contains
10 computer-readable instructions for said processor to (a) display a list of individuals, and
11 (b) permit said purchaser to specify one of said individuals as said prospective recipient.

12 39. A system as claimed in claim 38, wherein said memory further contains
13 computer-readable instructions for said processor to generate said list of individuals
14 based on the identification or detection of at least one RFID token corresponding to at
15 least one said individual.

16 40. A system as claimed in claim 25, wherein said memory further contains
17 computer-readable instructions for said processor to process a payment for said purchaser
18 based on said instruction.

19 41. A system as claimed in claim 25, wherein said memory further contains
20 computer-readable instructions for said processor to (a) store an account balance for said
21 purchaser, and (b) debit or credit said account balance based on said instruction.

22 42. A system as claimed in claim 25, wherein said instruction further comprises a
23 delivery date and/or time; and

1 wherein said instruction to send is performed according to said delivery date
2 and/or time.

3 43. A system as claimed in claim 25, wherein said instruction is for a plurality of said
4 goods or services, for a plurality of said venues, or for a plurality of said recipients.

5 44. A system as claimed in claim 25, wherein said venue comprises a plurality of
6 establishments at a plurality of physical locations.

7 45. A method of enabling a third-party purchase, said method comprising:

8 receiving, as a first communications event, an instruction from a purchaser to
9 purchase at least one product or service for a prospective recipient at a venue designated
10 to provide said product or service to said recipient in person, said instruction comprising
11 data identifying at least said recipient, said product or service, and said venue;

12 sending to said venue, as a second communications event, data identifying at least
13 said recipient and said product or service.

14 46. A method as claimed in claim 45, further comprising sending to said recipient, as
15 a third communications event, data identifying at least said venue and said product or
16 service.

17 47. A method as claimed in claim 46, further comprising sending to said recipient an
18 electronic message composed or selected by said purchaser.

19 48. A method as claimed in claim 47, wherein said message includes at least one data
20 type selected from the group consisting of: text, audio, video, image, multimedia, SMS,
21 and MMS message.

1 49. A method as claimed in claim 46, further comprising permitting said recipient to
2 respond affirmatively to a query to initiate a reciprocal purchase by said recipient for said
3 purchaser.

4 50. A method as claimed in claim 45, wherein said first communications event is
5 initiated at a physical location remote from said venue at the time of said purchase.

6 51. A method as claimed in claim 45, wherein said venue comprises a plurality of
7 establishments at a plurality of physical locations.

8 52. A method as claimed in claim 45, wherein said second communications event is
9 initiated physically at or near said venue.

10 53. A method as claimed in claim 45, wherein said purchaser is a person other than
11 said recipient.

12 54. A method as claimed in claim 45, wherein at least one said communications event
13 is transmitted, at least in part, via a wireless network.

14 55. A method as claimed in claim 45, wherein said venue is a vendor of beverages,
15 and wherein said product is a beverage.

16 56. A method as claimed in claim 45, further comprising sending to said recipient a
17 claim code for identifying said product or service and said recipient at said venue.

18 57. A method as claimed in claim 45, wherein at least one said communications event
19 is initiated by a mobile telephone, PDA, handheld or laptop computer.

20 58. A method as claimed in claim 45, further comprising sending to said purchaser a
21 message on behalf of said recipient, said message suggesting at least a product, service,
22 or venue specified by said recipient.

1 59. A method as claimed in claim 45, further comprising displaying a list of venues;
2 and
3 permitting said purchaser to specify one of said list of venues as said designated
4 venue.

5 60. A method as claimed in claim 59, further comprising displaying for one of said
6 venues at least one data item selected from the group consisting of: venue name, address,
7 telephone, email, nearest subway or bus stop, website URL, hours of operation,
8 description of venue, venue category, products or services sold by said venue, pricing
9 schedule, daily event information, cover charge, and venue rating.

10 61. A method as claimed in claim 45, further comprising displaying a list of
11 individuals; and
12 permitting said purchaser to specify one of said individuals as said prospective
13 recipient.

14 62. A method as claimed in claim 45, further comprising processing a payment for
15 said purchaser based on said instruction.

16 63. A method as claimed in claim 45, further comprising storing an account balance
17 for said purchaser; and
18 debiting or crediting said account balance based on said instruction.

19 64. A method as claimed in claim 45, wherein said instruction further comprises a
20 delivery date and/or time; and
21 wherein said sending step is performed according to said delivery date and/or
22 time.

1 65. A method as claimed in claim 45, wherein said instruction is for a plurality of said
2 goods or services, for a plurality of said venues, or for a plurality of said recipients.

3 66. A method of providing instant reciprocity for a purchase, said method comprising:
4 storing an instant reciprocity preference for said first user comprising at least one
5 product or service predetermined by said first user;
6 enabling said first user to initiate the purchase of at least one product or service
7 for said second user; and
8 enabling said second user to initiate a reciprocal purchase for said first user based,
9 at least in part, on said stored instant reciprocity preference for said first user.

10 67. A method as claimed in claim 66, further comprising notifying said second user of
11 the initiation of said purchase by said first user.

12 68. A method as claimed in claim 66, wherein said first user initiates said purchase
13 either by a single keypress on a communications device or by an affirmative response to a
14 query whether to initiate a reciprocal purchase.

15 69. A method as claimed in claim 66, said method further comprising:
16 storing an instant reciprocity preference for said second user comprising at least
17 one product or service predetermined by said second user; and
18 enabling said first user to initiate a reciprocal purchase for said second user based,
19 at least in part, on said stored instant reciprocity preference for said second user.

20 70. A method as claimed in claim 69, further comprising notifying said first user of
21 the initiation of said purchase by said second user.

1 71. A method as claimed in claim 69, wherein said second user initiates said purchase
2 either by a single keypress on a communications device or by an affirmative response to a
3 query whether to initiate a reciprocal purchase.

4 72. A method of maintaining a venue directory, said method comprising:
5 storing a list of venues and an associated set of venue data corresponding to each
6 said venue, said venue data comprising at least a first data item and a second data item for
7 each said venue;

8 receiving data from a user of a first user type;

9 updating said first data item based on said data provided by said first user;

10 receiving data from a user of a second user type; and

11 updating said second data item based on said data provided by said second user.

12 73. A method as claimed in claim 72, wherein one of said users or said user types is a
13 venue employee or agent, and the other of said users or said user types is a venue patron.

14 74. A method as claimed in claim 73, wherein at least a portion of the data provided
15 by said venue patron is rating data for said venue.

16 75. A method as claimed in claim 72, wherein said venue data includes at least one
17 item selected from the group consisting of: address, telephone, email, nearest subway or
18 bus stop, website URL, hours of operation, description of the venue, category of the
19 venue, product and/or pricing information, event information, cover charge information,
20 and admissions policy information.

21 76. A method of providing location-based services comprising:

22 providing tokens to a plurality of individuals;

1 disposing a plurality of token detectors at a plurality of geographically-distributed
2 venues; and

3 determining the geographic position of at least one said individual by identifying
4 the presence of said individual at one of said venues when the corresponding said token
5 detector at said venue detects the presence of said token corresponding to said individual.

6 77. A method as claimed in claim 76, wherein said token is an RFID token and said
7 token detector is an RFID transceiver.

8 78. A method as claimed in claim 76, further comprising sending a message to said
9 individual via a communications device other than said token, when the presence of said
10 individual is identified at a predetermined one of said venues.

11 79. A method as claimed in claim 76, further comprising plotting and displaying on a
12 map the geographic positions of said individuals whose presence is identified at one or
13 more of said venues.

14 80. A system for providing location-based services comprising:

15 a plurality of tokens corresponding to a plurality of individuals;

16 a plurality of token detectors disposed at a plurality of geographically-distributed
17 venues;

18 a computer comprising a processor having coupled thereto a display device, at
19 least one memory, and at least one network interface, said at least one network interface
20 in communication with said plurality of token detectors;

21 wherein said memory of said computer contains computer-readable instructions
22 for said processor to determine the geographic position of at least one said individual by
23 identifying the presence of said individual at one of said venues when the corresponding

1 said token detector at said venue detects the presence of said token corresponding to said
2 individual.

3 81. A method as claimed in claim 80, wherein said token is an RFID token and said
4 token detector is an RFID transceiver.

5 82. A method of providing location-based services comprising:
6 providing tokens to a plurality of individuals; and
7 determining the geographic position of at least one said individual by using at
8 least one token detector to identify the presence of said individual at one of a plurality of
9 geographically-distributed venues having said token detectors disposed thereat, said
10 token detectors being adapted to transmit data regarding said identified token over a first
11 network.

12 83. A method as claimed in claim 82, wherein said token is an RFID token and said
13 token detector is an RFID transceiver.

14 84. A method as claimed in claim 82, further comprising transmitting said geographic
15 position of said at least one individual to a user via a second network.

16 85. A method as claimed in claim 82, further comprising transmitting to a user, via a
17 second network, a map of the geographic positions of said individuals whose presence is
18 identified at one or more of said venues.

19 86. A method of providing location-based marketing services comprising:
20 providing tokens to a plurality of individuals;
21 determining whether at least one said individual is present at a geographic
22 position using at least one token detector disposed at said geographic position; and

1 if said individual is present at said geographic position, initiating a marketing or
2 advertising activity directed at said individual.

3 87. A method as claimed in claim 86, wherein said token is an RFID token and said
4 token detector is an RFID transceiver.

5 88. A method of providing location-based marketing services comprising:

6 providing tokens to a plurality of individuals;

7 determining whether at least one said individual is present at a geographic

8 position using at least one token detector disposed at said geographic position; and

9 if said individual is present at said geographic position, transmitting data

10 indicating the presence of said individual to a third party.

11 89. A method as claimed in claim 88, wherein said token is an RFID token and said
12 token detector is an RFID transceiver.

13 90. A venue claims terminal for enabling third-party purchases, said venue claims
14 terminal comprising:

15 a processor;

16 a display device coupled to said processor;

17 at least one memory coupled to said processor; and

18 at least one network interface coupled to said processor, said at least one network
19 interface in communication with a server;

20 wherein said memory contains computer-readable instructions for said processor

21 to:

1 (a) receive, from said server, an instruction to provide at least one product or
2 service for a recipient in person, said instruction comprising data identifying at least said
3 recipient and said product or service; and

4 (b) display, on said display device, said data identifying at least said recipient and
5 said product or service.

6 91. A venue claims terminal as claimed in claim 90, wherein said memory further
7 contains computer-readable instructions for said processor to permit a user to indicate
8 that said product or service has been provided to said recipient.

9 92. An automated marketing campaign method comprising:

10 establishing or accessing a plurality of profiles corresponding to a plurality of
11 users, each said profile comprising a plurality of data items relating to said corresponding
12 user, said data items including at least one messaging address for said user;

13 permitting a third party to specify at least one desired value for at least one of said
14 data items;

15 sending an electronic message to said at least one messaging address of each
16 profile containing said at least one desired value for at least one of said data items.

17 93. A method as claimed in claim 92, wherein said data items further include result
18 data from a survey or campaign to which said user has responded.

19 94. A method as claimed in claim 92, wherein said data items further include
20 purchase history data from at least one merchant.

21 95. A method as claimed in claim 92, wherein said messaging address is selected
22 from the group consisting of: an email address, a telephone number, a pager number, an
23 SMS address, and an MMS address.

1 96. A method as claimed in claim 92, further comprising permitting said third party to
2 select at least one functional campaign block from a set of WHO functional campaign
3 blocks comprising blocks selected from the group consisting of: external initiation,
4 internal initiation via profile construction, internal initiation via end user event, and
5 internal initiation via specific users.

6 97. A method as claimed in claim 92, further comprising permitting said third party to
7 select at least one functional campaign block from a set of WHEN functional campaign
8 blocks comprising blocks selected from the group consisting of: one-time, repeated at
9 intervals, ongoing , date range, and phased date range.

10 98. A method as claimed in claim 92, further comprising permitting said third party to
11 select at least one WHAT functional campaign block from a set of WHAT functional
12 campaign blocks comprising blocks selected from the group consisting of: 1-way
13 broadcast, 2-way broadcast, encoded form, “use during purchases” coupon, and “redeem
14 at venue” coupon.

15 99. An automated marketing campaign method comprising:
16 establishing or accessing a plurality of profiles corresponding to a plurality of
17 users, each said profile comprising a plurality of data items relating to said corresponding
18 user;
19 permitting a third party to specify at least one desired value for at least one of said
20 data items;
21 initiating a marketing or advertising activity directed at the users corresponding to
22 the profiles containing said at least one desired value for at least one of said data items.

1 100. A method as claimed in claim 99, wherein said marketing or advertising activity
2 is selected from the group consisting of: sending an electronic message to said user,
3 sending a postal mailing to said user, telephoning said user, sending a coupon to said
4 user, and sending a URL or hyperlink to said user.

5 101. A method as claimed in claim 99, wherein said data items further include result
6 data from a survey or campaign to which said user has responded.

7 102. A method as claimed in claim 99, wherein said data items further include
8 purchase history data from at least one merchant.

9 103. A method as claimed in claim 99, further comprising permitting said third party to
10 select at least one functional campaign block from a set of WHO functional campaign
11 blocks comprising blocks selected from the group consisting of: external initiation,
12 internal initiation via profile construction, internal initiation via end user event, and
13 internal initiation via specific users.

14 104. A method as claimed in claim 99, further comprising permitting said third party to
15 select at least one functional campaign block from a set of WHEN functional campaign
16 blocks comprising blocks selected from the group consisting of: one-time, repeated at
17 intervals, ongoing , date range, and phased date range.

18 105. A method as claimed in claim 99, further comprising permitting said third party to
19 select at least one functional campaign block from a set of WHAT functional campaign
20 blocks comprising blocks selected from the group consisting of: 1-way broadcast, 2-way
21 broadcast, encoded form, “use during purchases” coupon, and “redeem at venue” coupon.

22 106. An automated marketing campaign method comprising:
23 permitting a third party to specify at least one event;

1 continually accessing a plurality of profiles corresponding to a plurality of users,
2 each said profile comprising a plurality of data items relating to said corresponding user,
3 said data items including data indicating whether or not said event has occurred for said
4 corresponding user; and
5 initiating a marketing or advertising activity directed at a user whose profile
6 indicates that said event has occurred for said corresponding user.

7 107. A method as claimed in claim 106, wherein said event is selected from the group
8 consisting of: initiating a purchase transaction, completing a purchase transaction,
9 completing a predetermined number of purchase transactions, being a recipient in a
10 purchase transaction, providing a predetermined response to a survey or on an encoded
11 form, having a token detector at a venue detect the presence of a token corresponding to
12 said individual, completing a registration, completing a marketing registration, and
13 activating an account by making a first purchase.

14 108. A method as claimed in claim 106, wherein said marketing or advertising activity
15 is selected from the group consisting of: sending an electronic message to said user,
16 sending a postal mailing to said user, telephoning said user, sending a coupon to said
17 user, and sending a URL or hyperlink to said user.

18 109. An automated marketing campaign method comprising:
19 establishing or accessing a plurality of profiles corresponding to a plurality of
20 users, each said profile comprising a plurality of data items relating to said corresponding
21 user;
22 permitting a third party to specify (a) profile criteria for the users at whom a
23 marketing campaign will be directed based on at least one data item in said profiles, (b)

1 time criteria corresponding to the frequency and/or duration at which the marketing
2 campaign or a portion of the marketing campaign will take place, and (c) a marketing or
3 advertising activity to perform; and
4 initiating said marketing or advertising activity based on said profile criteria and
5 time criteria.

6 110. A method as claimed in claim 109, wherein said marketing or advertising activity
7 is selected from the group consisting of: sending an electronic message to said user,
8 sending a postal mailing to said user, telephoning said user, sending a coupon to said
9 user, and sending a URL or hyperlink to said user.

10 111. A method as claimed in claim 109, wherein said data items further include result
11 data from a survey or campaign to which said user has responded.

12 112. A method as claimed in claim 109, wherein said data items further include
13 purchase history data from at least one merchant.

14 113. An automated marketing campaign method comprising:

15 permitting a third party to specify (a) an event, the occurrence of which will
16 initiate a marketing or advertising activity, (b) time criteria corresponding to the
17 frequency and/or duration at which the marketing or advertising activity will take place,
18 and (c) the marketing or advertising activity to perform;

19 continually accessing a plurality of profiles corresponding to a plurality of users,
20 each said profile comprising a plurality of data items relating to said corresponding user,
21 said data items including data indicating whether or not said event has occurred for said
22 corresponding user; and

1 initiating said marketing or advertising activity based on said profile criteria and
2 time criteria.

3 114. A method as claimed in claim 113, wherein said event is selected from the group
4 consisting of: initiating a purchase transaction, completing a purchase transaction,
5 completing a predetermined number of purchase transactions, being a recipient in a
6 purchase transaction, providing a predetermined response to a survey or on an encoded
7 form, and having a token detector at a venue detect the presence of a token corresponding
8 to said individual.

9 115. A method as claimed in claim 113, wherein said marketing or advertising activity
10 is selected from the group consisting of: sending an electronic message to said user,
11 sending a postal mailing to said user, telephoning said user, sending a coupon to said
12 user, and sending a URL or hyperlink to said user.

13 116. A method of enabling a third-party purchase, said method comprising:
14 receiving an instruction from a purchaser to purchase at least one product or
15 service for a prospective recipient at a venue designated to provide said product or
16 service to said recipient in person, said instruction comprising data identifying at least
17 said recipient, said product or service, and said venue; and
18 sending to said recipient a message including at least one data type selected from
19 the group consisting of: text, audio, video, image, multimedia, SMS, and MMS message.

20 117. A method of enabling a third-party purchase, said method comprising:
21 receiving an instruction from a purchaser to purchase at least one product or
22 service for a prospective recipient at a venue designated to provide said product or

1 service to said recipient in person, said instruction comprising data identifying at least
2 said recipient, said product or service, and said venue; and
3 receiving from said purchaser a message to deliver to said recipient, said message
4 including at least one data type selected from the group consisting of: text, audio, video,
5 image, multimedia, SMS, and MMS message.

6 118. A system for enabling third-party purchases, said system comprising:

7 a processor;

8 at least one memory coupled to said processor; and

9 at least one network interface coupled to said processor, said at least one network
10 interface in communication with a first communications device and a second
11 communications device;

12 wherein said memory contains computer-readable instructions for said processor
13 to:

14 (a) receive an instruction from a purchaser to purchase at least one product or
15 service for a prospective recipient at a venue designated to provide said product or
16 service to said recipient in person, said purchase instruction comprising data identifying
17 at least said recipient, said product or service, and said venue;

18 (b) send, to said venue, data identifying at least said recipient and said product or
19 service;

20 (c) store a list of venues and an associated set of venue data corresponding to each
21 said venue, said venue data comprising a plurality of data items for each said venue;

22 (d) permit said purchaser to provide data; and

1 (e) update at least one said data item based on said data provided by said
2 purchaser.

3 119. A system as claimed in claim 118, wherein said memory further contains
4 computer-readable instructions for said processor to determine the geographic position of
5 at least one purchaser or recipient by identifying the presence of said purchaser or
6 recipient at one of said venues when a token detector at said venue detects the presence of
7 said token corresponding to said purchaser or recipient.

8 120. A system for enabling third-party purchases, said system comprising:

9 a processor;

10 at least one memory coupled to said processor; and

11 at least one network interface coupled to said processor, said at least one network
12 interface in communication with a first communications device and a second
13 communications device;

14 wherein said memory contains computer-readable instructions for said processor
15 to:

16 (a) receive an instruction from a purchaser to purchase at least one product or
17 service for a prospective recipient at a venue designated to provide said product or
18 service to said recipient in person, said purchase instruction comprising data identifying
19 at least said recipient, said product or service, and said venue;

20 (b) send, to said venue, data identifying at least said recipient and said product or
21 service;

22 (c) establish or access a plurality of profiles corresponding to a plurality of users,
23 each said profile comprising a plurality of data items relating to said corresponding user;

1 (d) permit a third party to specify (i) profile criteria for the users at whom a
2 marketing campaign will be directed based on at least one data item in said profiles, (ii)
3 time criteria corresponding to the frequency and/or duration at which the marketing
4 campaign or a portion of the marketing campaign will take place, and (iii) a marketing or
5 advertising activity to perform; and

6 (e) initiate said marketing or advertising activity based on said profile criteria and
7 time criteria.

8 121. A system as claimed in claim 120, wherein said memory further contains
9 computer-readable instructions for said processor to determine the geographic position of
10 at least one purchaser or recipient by identifying the presence of said purchaser or
11 recipient at one of said venues when a token detector at said venue detects the presence of
12 said token corresponding to said purchaser or recipient.

13 122. A system for enabling third-party purchases, said system comprising:
14 a processor;
15 at least one memory coupled to said processor; and
16 at least one network interface coupled to said processor, said at least one network
17 interface in communication with a first communications device and a second
18 communications device;

19 wherein said memory contains computer-readable instructions for said processor
20 to:

21 (a) receive an instruction from a purchaser to purchase at least one product or
22 service for a prospective recipient at a venue designated to provide said product or

1 service to said recipient in person, said purchase instruction comprising data identifying
2 at least said recipient, said product or service, and said venue;

3 (b) send, to said venue, data identifying at least said recipient and said product or
4 service;

5 (c) permit a third party to specify (i) an event, the occurrence of which will
6 initiate a marketing or advertising activity, (ii) time criteria corresponding to the
7 frequency and/or duration at which the marketing or advertising activity will take place,
8 and (iii) the marketing or advertising activity to perform;

9 (d) continually access a plurality of profiles corresponding to a plurality of users,
10 each said profile comprising a plurality of data items relating to said corresponding user,
11 said data items including data indicating whether or not said event has occurred for said
12 corresponding user; and

13 (e) initiate said marketing or advertising activity based on said profile criteria and
14 time criteria.

15 123. A system as claimed in claim 122, wherein said memory further contains
16 computer-readable instructions for said processor to determine the geographic position of
17 at least one purchaser or recipient by identifying the presence of said purchaser or
18 recipient at one of said venues when a token detector at said venue detects the presence of
19 said token corresponding to said purchaser or recipient.

20